CITY OF OAKLAND
OAKLAND PUBLIC LIBRARY

81st AVENUE BRANCH

COMMUNITY LIBRARY NEEDS ASSESSMENT

20440 (d)(2)

JANUARY 2004

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*California Reading
and Literacy Improvement
and Public Library Construction
and Renovation Bond Act
of 2000 Funds*

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81st Avenue Branch Library Needs Assessment

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The proposed 81st Avenue Branch is an exciting First for the Oakland Public Library (OPL).

It is the first joint venture project with the Oakland Unified School District (OUSD). It is the first time the library has partnered with one of OUSD's New Small Autonomous Schools (NSAs), created in response to the problems of the struggling school system. It is the first large Community Branch to be built as part of the implementation of the draft Library Master Facilities Plan. It is the first library in the East Oakland area large enough to provide a full range of needed library services and materials. It is the first library designed specifically to meet needs identified by a community library needs assessment. It will be the first library to fully integrate the latest technologies.

The project proposes a new library of approximately 21,000 square feet in the underserved East Oakland area, as part of a multi-purpose 28,800 square foot facility in conjunction with OUSD. The library will be both a public library for its community and the school library for two NSAs with which it will share a campus.

Overview of Methodology
The need for the new library was identified through a comprehensive Community Library Needs Assessment (CLNA) that extended over 18 months. Input was gathered through 6 focus groups with special constituencies; 19 interviews with community leaders and stakeholders, 5 meetings with members of the community and service providers, and surveys reaching users and non-users.

Summary of Relevant Demographic and Community Information
- The population of this service area is anticipated to grow 7-8% between 2000 and 2020. In an urban environment with little open space, this is already a densely populated area.
- The population is diverse and is in transition from a predominantly African American to an increasingly Latino community, with 49% of local residents speaking Spanish at home. Many of the residents are recent immigrants (33%), primarily from Latin America.
- There are many children, youth and young families in this service area; school aged children comprise 28% of the population.
- The Academic Performance Index (API) scores for the local schools are in the lowest decile of California public schools. These schools are among the lowest within a District that is experiencing major problems that culminated in its "takeover" by a State Administrator in 2002.
- Approximately one fourth of the adults have less than a ninth grade education; 50% have less than a high school education and 38% of adults have very low reading skills
- This is an economically disadvantaged area, with low per capita income, and an extremely high poverty rate, approaching 30% in some census tracts.
- There is a significant adult population with disabilities-27.5%.

EXECUTIVE SUMMARY

Outline of Library Service Needs and Requirements
The library service needs identified during the CLNA can be organized into seven categories.

- *General Library Services* for both the local community and the larger underserved community of East Oakland, including multi media collections in English and Spanish, ample seating, and a safe place for neighborhood residents
- *Learning Support* for students K-12, particularly the two NSAs sharing a campus with the library, including class visits, curriculum-support materials, computer training, library instruction, a place for students to study after school, and homework assistance
- *Technology*, focusing on public access computers and computer training classes
- *Programming and Services for All Ages* to encourage *Lifelong Learning*
- *Resources for Those with Special Needs*, including Spanish speaking residents, those with limited literacy skills, the unemployed and those with disabilities
- The *Library and School as Community Center*, providing a community focus, place to gather and distribution point for community information
- *Effective and Efficient Library Operations* through new service models to utilize staff strategically for customer service

Description of K-12 Student Population and Needs
The students in this service area are primarily African American and Latino, with the proportion of the growing Latino elementary school population ranging from 57 to 63%. One third of residents are foreign born, most from Latin America. Over 35% of the population in this area is linguistically isolated. At the two closest schools the percentage of English Language Learners, those with limited English proficiency, is 49% and 55%.

Students come from poor families; about 85% participate in the free or reduced price lunch program. They live in old housing stock, with many homes needing major repair. Because of rising housing costs many students live in homes shared by extended families or several families. They live in an urban environment with few parks and limited after school and summer activities. Many are from single-parent families and are "self-raised". Not many have access to a computer at home. The neighborhood is on the border between residential and industrial zones and has a fairly high degree of crime—safety is a concern of parents.

The students are not thriving in the schools. API scores are low. The local schools have limited libraries, minimal staffing and are open only school hours. Many students come from homes where parents have less than a high school education. Parents are unable to help their children with schoolwork because of educational and/or language constraints. Only 24% of school students who entered nearby Castlemont High School as freshmen four years ago graduated this past year. The needs of these students are diverse and extensive. They include support of formal education and enrichment:

- Curriculum support collections with books at a variety of reading levels for those learning English
- Safe place to study after school other than in crowded homes; homework assistance
- Access to computers and computer instruction
- Reading enrichment and family programs to promote a love of learning in youth
- Group study rooms for working on projects together
- Spanish language and bilingual materials
- Information literacy instruction
- Access to a library and its materials after school
- After school and summer programs, including reading enrichment and reading incentive programs
- Gathering place and materials (recreational as well as school support) for teens

I. INTRODUCTION

A First for Oakland Public Library
This project is an exciting first for both Oakland and its Library system. It promises new hope and a significant impact on the lives of the children, teens and adults in an area of the City that is economically disadvantaged, diverse in population and with poorly performing schools.

- It is the first joint venture co-located library with the Oakland Unified School District (OUSD or the District).
- It is the first time the library has partnered with one of OUSD's New Small Autonomous Schools (NSAs), created in response to the problems of the poorly performing school system.
- It is the first large Community Branch to be built as part of the implementation of the Master Plan for the OPL and the first large library ever in the area.
- It is the first library in East Oakland that is large enough to provide a full range of library services and materials.
- It will be the first library designed specifically to meet the needs of a particular community based upon a community library needs assessment.
- It is the first location for implementation of new service models to improve customer service, effectiveness and efficiency
- There is overwhelming support for this project from legislators, community groups, the education community, neighborhood residents and the City as a whole.

The library will share a campus with two NSA elementary schools-ACORN Woodland and EnCompass Academy-and a Child Development Center with two preschool classrooms. The library will be both a public library for the general community and the school library for the two schools. The library will occupy approximately 23,000 square feet in a multi-purpose building of approximately 28,800 square feet. The remainder of the space is designated for use by the schools as Multi-Purpose Space. It will be programmed and developed by the District for school use.

A draft Library Facilities Master Plan for the Oakland Public Library identified the general need for additional library services in East Oakland. The purpose of this Community Library Needs Assessment (CLNA) was to identify the specific needs of the local residents, involving both the community and OUSD in the planning process.

Three Constituencies
There will be three service constituencies for the 81st Avenue Branch Library. The first includes the students and teachers of the two schools that will use the branch as their school library. The second is the local neighborhood. The third

is the larger underserved southeast area of Oakland.

Library service in East Oakland is provided currently by three small branches—Martin Luther King, Jr., Elmhurst and Brookfield. The three are among the smallest facilities in Oakland, with a total of 11,270 square feet serving a population of almost 63,000 that has many library service needs. Two of the three branches cannot be expanded because of land constraints; the third shares space with a Senior Center and cannot expand extensively on its existing parkland site. These branches cannot adequately provide the school assignment materials, collections in Spanish, homework centers, preschool literacy, areas for teens, computer training, group study areas, quiet reading space and programming space that are needed. They are unable to meet the full community need for collections, seating, meeting space and services for children, teens, seniors, adults and those with special needs such as the unemployed, those with limited literacy or English language skills and those with disabilities.

Despite their inadequacies, neighborhood residents and legislators want to keep these three small facilities, recognizing that they will focus on the most critically needed services. Here, as well as in other areas of the City, these neighborhood libraries will be supported by larger Community Libraries, that serve both their own local neighborhood and supplement smaller neighborhood branches. The 81st Avenue Branch will be a Community Branch, providing a full array of spaces, collections, services and programs for East Oakland to supplement its three small neighboring branches. This responds to the Master Plan's Vision of providing geographic, service and accessibility equity, providing education, enrichment, efficiency and enticement.

Enthusiastic Community Support
The residents of Oakland value and support their libraries. When recent citywide budget cuts threatened the closure of branches. Community members appeared en masse at Council meetings, arguing for the importance of the libraries, especially to children. A recent poll done in anticipation of the extension of a local tax to supplement the general fund for library operations indicated that about two-thirds of voters are willing to tax themselves at three times the current rate to maintain and improve library services.

III. NEEDS ASSESSMENT METHODOLOGY

Executive Summary

The draft Library Facilities Master Plan for the Oakland Public Library identified the general deficiencies of library service to East Oakland. The purpose of this Community Library Needs Assessment is to determine the specific library service needs of both the local neighborhood and the larger community to be served by the proposed 81st Avenue Branch Library.

Complementary methodologies were used to involve as many community members and local organizations as possible in the planning process, to provide leadership for the project, and to explore the demographic characteristics of the community that will be served. In addition, statistics from the neighboring branches with similar demographics were analyzed to determine use patterns and community characteristics. A mapping of patron use of neighboring libraries confirmed the assumption that residents of the East Oakland area tend to use library services close to their home, validating the use of the local demographic data for planning.

A *Project Working Group* (PWG) with representatives from the Library, the Public Works Agency, the architects and the library consultant shepherded the project through its needs assessment and conceptual design phases.

Additional staff from both the library and the Oakland Unified School District (OUSD or the District) joined the PWG to form a *Project Design Team* to help define the services needed in the new library, including those of both the schools and library that would be formalized in the joint venture cooperative agreement.

Community members were involved in the planning for the new library directly through focus groups, user surveys, interviews and meetings, and indirectly through insights of community service providers and surveys conducted by other City agencies.

The OUSD was integrally involved in the planning process. The District is providing the land and site development for the project, and participated in developing the service plan and joint venture cooperative agreement. Parents, teachers, administrators and students all provided valuable input.

Methods used to assess library needs included:
- 6 Focus Groups (teens, seniors, teachers, parents of students, the disabled, and community members involved in the design of the EnCompass Academy)
- 18 Interviews with community leaders, stakeholders and service providers
- 5 Meetings with various segments of the local community including businesses, Neighborhood Crime Prevention Councils, parents, the general community, City service providers, and local parents

METHODOLOGY

- Surveys, including both library users and non-users, and both library-specific and general city surveys of needs, in English and Spanish

A. Needs Assessment Strategies

This Community Library Needs Assessment was undertaken to determine the extent and nature of the specific library service needs of the East Oakland residents. A consulting firm and library consultant were hired by the Oakland Public Library (OPL) both to produce both a Library Facilities Master Plan for the OPL system, and to conduct the Communitiy Library Needs Assessment (CLNA) for this particular library project. The development of the CLNA and Library Facilities Master Plan was an 18-month process. The draft Library Facilities Master Plan is included as Appendix A.

The proposed library will be the sixteenth branch in the Oakland Public Library system, which serves the cities of Oakland, Emeryville and Piedmont. It will be one of 6 Community Branches of 15,000 to 21,000 square feet that will be distributed geographically throughout the City to provide equity of service to all areas. Community Branches will allow the Library to effectively and efficiently increase services, spaces and accessibility for all neighborhoods by supplementing the small but much cherished neighborhood branches.

The planning for the library was supported by a Project Working Group, Project Design Team, OPL staff, and by demographic analysis of the area, in addition to extensive community and school involvement.

Project Working Group
Throughout the planning process, a Project Working Group directed the work and shepherded the 81st Avenue project. The Project Team included library administrators and staff, the project manager from the City's Public Works Agency, the architects and planners and the library consultant. All worked together to outline the planning process, identify persons and organizations for interviews and focus groups, provide statistical and other community information, and review the results of the needs assessment as they were documented. They were also members of the Project Management Team for the OPL Master Plan and so could keep the project consistent with the emerging plan for the system. Key members included:

- *Carmen Martinez, Library Director*
  Provided overall direction and vision for the project, representing the project to the Mayor, City Council and other city department managers.

- *Gerardo Garzon, Administrative Librarian*
  Managed the project for the library, interfacing with the OUSD, Council office staff and community leaders and organizations; made presentations to both community and political groups

Master Plan Community Action Committee Meeting

*Design Workshop with Project Working Group*

- *Julie Odofin, Director of Branches*
  Provided information on branches and the community served by the proposed library, provided a system-wide perspective and, as a long-term administrator, provided the useful "institutional memory"

- *Mary Weinstein, Senior Librarian*
  Coordinated the community interviews, focus groups and community meetings, and served as a liaison between the Working Group and other OPL staff; as former staff for the Oaklanders Assistance Center, provided contacts with service providers

- *Calvin Hao, Project Manager with Public Works*
  Managed the contract with the consultants, provided contacts with other city department managers as needed, provided information on the methods required by the city for various activities, managed the timeline

- *Group 4 Architecture, Research + Planning (Group 4)*
  Conducted community interviews, focus groups and community meetings in conjunction with the Library Consultant. Authored the draft Library Facilities Master Plan, and prepared the conceptual design and cost estimates for the 81st Avenue Branch Library

- *Leslie Nordby, Library Consultant*
  Conducted community interviews, focus groups and community meetings in conjunction with Group 4 to identify community needs; developed the Community Library Needs Assessment, Library Plan of Service and Building Program documents

Project Design Team

As the 81st Avenue project began to emerge as a potential new library, the Project Working Group was expanded to include additional library staff and representatives from the OUSD. This team worked primarily to clarify the needs of residents and define services for the new library, based upon the needs assessment data and the fact that the library will also serve as the school library for two small elementary schools with which they share a campus. They also reviewed the design concepts and service concepts. The key members of this group included:

Library Staff
- *Dana Heidricks, Senior Librarian for Collection Development*
- *Leslie Rodd, Administrative Librarian for Programs*
- *Jan Wiggins, Supervising Librarian for the area that includes the proposed site*
- *Anthony Bernier, Teen Services Coordinator*
- *Ja-Lih Lee, Children's Services Coordinator*
- *Amy Apel, Supervising Librarian for Computer and Technical Services*
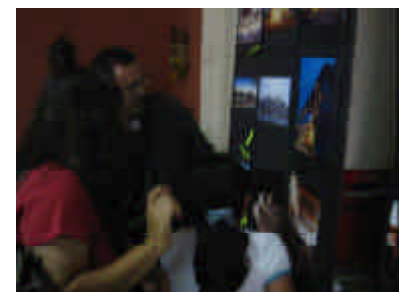
81st Avenue Branch Design Workshop

METHODOLOGY

OUSD Staff
- Helen Duffy, Principal of the ACORN Woodland Elementary School
- Tram Nguyen, Designated Principal for EnCompass Academy NSA
- Monika Zawkiewicz, Teacher with EnCompass Academy
- Atheria Smith, Coordinator, OUSD Facilities Planning and Management
- Meredith Brown, Attorney for OUSD

Demographics

Patron Mapping

"Snapshot" data was collected via the library's automation system and mapped to show where community members lived who borrowed books from the three libraries closest to the proposed site. From the map it appears that residents in east Oakland tend to stay relatively close to home and use local resources. This confirmed that the use of the 2000 census data for east Oakland would give a fair reading of the demographics of potential and actual library users.

Essential to the understanding of the community to be served by the 81st Avenue Library was an evaluation of demographics for the area. The source of the statistics included:

Patron Mapping

Each dot represents the home address of someone who checked out library materials over a one-week period. The Branch used is indicated by color.

- ● Brookfield
- ● Elmhurst
- ● MLK
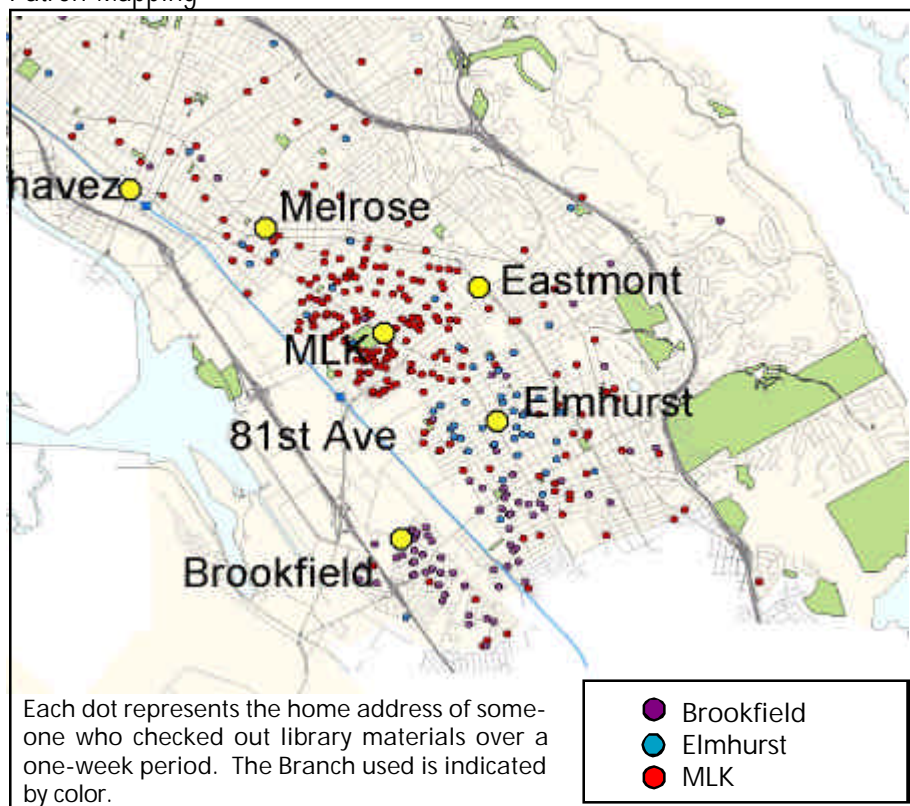
- U.S. Census Bureau. *Census 2000* provided population counts, information on persons with disabilities, poverty rates, population composition by age and ethnicity, per capita income, population by occupation and educational level, housing and transportation characteristics and median property value, accessed through *www.census.gov.*

- Association of Bay Area Governments (ABAG) provided 2020 population projections.

- The California Dept. of Education provided the Academic Performance Index figures for OUSD schools, accessed via *www.cde.ca.gov.*

- Unemployment figures were obtained through the California Employment Development Department at *www.calmis.ca.gov* and are Labor Force Data that is not seasonally adjusted.

- Literacy information was provided through a link from the National Institute for Literacy Website at *www.nifl.gov* and is from Stephen Reder's synthetic estimates in *State of Literacy in America*.

B.   Community Involvement in the Planning Process

The intent of the CLNA was to involve as many community members and local organizations as possible in the planning process. While some residents of the east Oakland area are active in their communities, many do not participate in civic life. This is particularly true of the large immigrant population.

Only a handful of community members responded to an invitation to a general community meeting. It was necessary to schedule focus groups and interviews and to attend meetings of community organizations and service providers to reach residents and identify their library service needs. Input, therefore, includes both direct input from residents, and indirect through service providers.

Direct Community Input
Direct input came from the business persons associated with the Coliseum Commerce Center Advisory Committee; from parents of students in the current ACORN Woodland School; from parents and teachers who are members of the Design Advisory Team for the new EnCompass Academy who provided input on design values for the library; from seniors attending classes at the East Oakland Senior Center; from the Library's city-wide Youth Leadership Council; from teens attending the East Oakland Youth Development Center programs; from the President of the Residents' Council at one of the largest senior housing projects; from residents attending the meetings of two of the Neighborhood Crime Prevention Councils surrounding the proposed site; from those attending the general community meeting; and from interviews with community activists. Leaders in the community, brought together as a Community Action Committee

to help guide the Library Master Facilities Plan, provided valuable information about community characteristics and library needs. The teen members of the Library's Youth Leadership Council advocated for teens and their library service needs.

Indirect Community Input
Indirect community input was provided by library staff members working in neighboring branch libraries with similar demographics; by the Police Department's Neighborhood Service Coordinators (NSCs); by the Oakland Housing Authority that manages the nearby Tassafaronga low income housing; by staff of the East Oakland Senior Center; by representatives of the community organizations ACORN (Association of Community Organizations for Reform Now) and OCO (Oakland Community Organizations); by the SDS 6 (Service Delivery System, 6^h District) that coordinates City services to communities; by the staff of the nearby Tassafaronga Recreation Center; and by planners with the Community Economic Development Agency (CEDA). Other indirect involvement was through two recent citywide surveys, one conducted by CEDA and the other a library-specific survey by the City Auditor on customer satisfaction. They provided information about community characteristics and needs.

C. Involvement of the School District in the Library Planning Process

Beginning in January, 2003, library staff and representatives from OUSD met to explore how the Library and District could partner in supporting K-12 students, and to evaluate the feasibility of a joint use library that could serve both the general public and schools in the east Oakland area. With OUSD funded to build a number of new schools throughout the City, several sites were evaluated. The 81st Ave. site was selected for the following reasons:

- The site was in an area of the City (East Oakland) that is underserved by the library
- Design was in process for the two new school facilities that allowed for a public library to take the place of the school library (the current ACORN Woodland School operates in temporary structures on the site now)
- The school owned sufficient land for a large community branch and was willing to lease it to the library
- School personnel at the two schools were enthusiastic about a joint project
- The Library and the District had a compatible goal of providing a full complement of educational programs for all members of the community
- There was strong support for a new library in this area
- Matching funds were available for the project through the Coliseum Redevelopment Area within which the proposed site is located

Many additional meetings of the Library and District staff were held to develop the concept for the co-located joint use library, determining the scope of the project, clarifying service needs and concerns, identifying funding sources, crafting the joint use agreement, reviewing designs and working out the land use cooperative agreement.

Parents of students at the ACORN Woodland School participated in the planning process, attending one focus group to discuss needs and a meeting to review the design response to these needs. Parents of the new EnCompass Academy gave input as part of the Design Team for the school construction. All of these meetings were conducted with the assistance of a Spanish language translator, since most participants were Spanish-speaking.

In addition to those participating in the Project Design Team, other OUSD staff contributed expertise and information, involved in all or some of the discussions outlined above:

- *Timothy White, Associate Superintendent of Facilities Planning and Management*
- *Luis Freese, Director of Buildings and Grounds*
- *Overlin Zamora, Director of Facilities*
- *Louise Walters, Assistant Superintendent of Curriculum*
- *Lester Young, Project Manager, Facilities Planning and Management, working with the construction of the two schools*

Even before the Library became involved in the project, the District and its contract architectural firm, Beverly Prior Architects, had developed a building program for the original 5,000 square foot school library and computer lab. The information gathered for this plan has been integrated into the larger public library, so that all functions are still provided. Beverly Prior Architects also provided information about the original plan and coordinated the design revisions needed to accommodate the public library.

It was in the midst of the planning for the new library that Randolph Ward was appointed State Administrator for the District. His support for the joint venture was the critical element that made it possible. The OUSD Board had been involved in discussions about the project until Dr. Ward was appointed.

D.   Methods Used to Solicit Community Input

To increase the participation of community members in the planning for the new 81st Avenue Library, the consultants used a number of complementary methodologies, including focus groups, interviews, meetings, surveys and patron mapping.

Focus Groups
Focus groups were utilized to determine the library needs of special constituencies in the community. Participants were asked to characterize their

community, identify their own library service needs and to comment on the library service needs of the community as a whole. Focus groups were convened for:

- Teens-members of the Library's Youth Leadership Council who provided recommendations for the teen library space and will be involved in the future design development. This was the third library design review for this group of teens; they also reviewed plans for the Teen Area at the Main Library and the plans for the new Cesar Chavez Branch.
- Seniors at the East Oakland Senior Center
- Teachers at the current ACORN Woodland School
- Two sessions with parents of students at the current ACORN Woodland School (8 plus translator)
- Community members of the Design Team for the new EnCompass Academy that will share the site with the Library and the ACORN Woodland School
- Disabled residents, including two mobility-challenged, 2 vision-impaired, one deaf and one developmentally disabled patrons. One is a program assistant for the Oakland Deaf and Hard of Hearing Youth project; another is a leader in DAMO, Disability Advocates of Minority Organizations.

Interviews

Interviews were conducted with community leaders, library staff in nearby branches with similar demographics, community service providers, staff at the proposed EnCompass Academy, and local residents, to better understand the character of the targeted area in east Oakland and to ascertain library service needs. Each provided valuable information that will impact the Library Plan of Service. Those interviewed included:

- *Larry Reid, Councilman for the area to be served by the 81st Avenue Branch*
- *Tim Jones, Director of Housing Management, Oakland Housing Authority*
- *Jacqueline Long, Neighborhood Services Coordinator (NSC) for Beat 26Y and convener for the Neighborhood Crime Prevention Council (NCPC)*
- *Patricia Rose, NSC for Beat 33X, and convener for the NCPC*
- *Jay Musante, CEDA Redevelopment Division Project Manager*
- *Leslie Rodd, Administrative Librarian with responsibility for the Library's Second Start Literacy Program*
- *Flenore Taylor, Community Services Director at the nearby Tassafaronga Recreation Center (Parks and Recreation)*
- *Three Branch Managers at Elmhurst, Brookfield and Martin Luther King, Jr., Branches: Shirley Mack / Pat Hadley, Cynthia Hegedus and Jamie Turner*

- *Leroy Slaughter, Director, East Oakland Senior Center*
- *Regina Jackson, Executive Director East Oakland Youth Development Center (EOYDC)*
- *Jacquee Castain, Community Activist with the Elmhurst Neighborhood Association*
- *Jaqueline Taylor, local resident and member of the Oakland Housing Authority Commission*
- *Josie Barrow, President of Residents' Council at Allen Temple Arms (senior housing)*
- *Tram Nguyen and Monika Zawkiewicz, designated Principal and a head teacher for the EnCompass Academy*
- *John Ellis, Staff of Association of Community Organizations for Reform Now (ACORN)*
- *Jesus Rodriguez, Community Organizer for the Oakland Community Organization (OCO)*

Surveys

In 2002, the Library conducted a Teen User Survey. With 1,174 responses, it was the largest single teen survey in the memories of some of the nation's best known authorities in young adult services. The responses helped shape a developing service module for teens that goes beyond their identity as students to serve the whole person. The information gathered in this citywide survey is applicable to the new 81st Avenue facility. The survey obtained information on the demographics of respondents, for what reasons they use the library, which library(ies) they most use, what they like about the library, and what they would like to see more in the library.

A second teen survey was distributed to teens attending programs at the EOYDC, located within blocks of the proposed library site, and thus providing more local resident responses. This was a much smaller sample, with 20 responses, including both users and non-users.

The CEDA survey in 2001 was mandated by the City Council to identify funding needs and priorities throughout the City. The results are not directly applicable to library service but provide insight into the community characteristics of east Oakland that will impact the library plan of service.

Between December 2, 2002 and March 3, 2003, the Oakland City Auditor conducted a public opinion survey on the Oakland Public Library system that included both users and non-users. While survey results are not available for the specific area served by the proposed library, the general responses helped identify general library service priorities and provided demographic information as well.

METHODOLOGY

As part of the investigation for the development of the draft Library Facilities Master Plan, a library survey was administered citywide. Patrons were asked to identify which libraries they used and which services were most important to them, and to provide other information about library use. This was administered in Spanish and Chinese as well as English. Information for the East Oakland area is included in this report. A second, smaller local student survey included library users in the three closest branches.

Community Meetings
The meetings held within the community included those with local residents and with service providers. All participants provided information about the area and its needs and made suggestions for priority library services. The meetings were:

- *SDS 6 (Service Delivery System, 6th District), with 11 representatives of City Departments, including the Mayor's Office, Oakland Police Department and CEDA*
- *Neighborhood Crime Prevention Council for Beat 26Y (15 attended)*
- *Neighborhood Crime Prevention Council for Beat 33X (30 attended)*
- *Coliseum Commerce Center Advisory Committee, comprised of local area business persons, including President of the Chamber of Commerce, Joe Haraburda (15 attended)*
- *General Community Meeting (7 participants)*

IV.   COMMUNITY ANALYSIS

Executive Summary

This joint venture project has the full support of the Mayor, City Council and Redevelopment Agency, the local Councilmember, the City Manager, and the OUSD School Board Administrator. The Library has received assistance and support from other City agencies in developing the project, including Public Works, the community, and CEDA. The project also enjoys the support of local service organizations, businesses, parents, local Principals and teachers, community leaders, seniors, students and general community members contacted during the CLNA. From a recent poll administered to determine the support for a library tax measure, it is apparent that residents of Oakland value and support their libraries. Approximately 2/3 indicated they would tax themselves at 3 times the current rate to maintain and improve library service.

The 81st Avenue Library will serve its local neighborhood and provide additional library collections, seating, computers, meeting rooms and services that cannot be provided in the three small branch libraries that are in southeast Oakland. The demographics of both service areas are similar; they paint a picture of an economically depressed community with many needs:

- The population of the service area is expected to grow by between 7% and 8% between 2000 and 2020; the area has many children, youth and young families
- The population is in transition, with a growing number of Latino residents; one-third of the residents were born outside the United States, most in Latin America, and speak English less than very well
- Academic Performance Index scores for the local schools are in the lowest decile of California public schools
- Approximately one fourth of the adults have less than a ninth grade education; 50% have less than a high school education and 38% of adults read at the lowest reading levels
- The per capita income is very low, and the poverty rate high compared to the City, state and nation
- There is a significant adult population with disabilities

COMMUNITY ANALYSIS

Factors Affecting Library Goals, Objectives and Plan of Service

A.   Government Agencies and Key Individuals

There are a number of agencies and individuals who play important roles in the planning for this library project and without whose support it would not be successful.

City of Oakland

Mayor
Mayor Jerry Brown enthusiastically supported the joint venture project for the Library and District. He has a strong commitment to both education and libraries as educational institutions and supports the Council's Education Partnership Committee to encourage joint ventures like this one.

City Manager
The Interim City Manager Deborah Edgerly lends her full support to the project and has been authorized by the Council to approve the Grant Application. The previous City Manager, Robert Bobb fully supported the Library's goal of developing a Library Facilities Master Plan and a joint venture project with OUSD.

City Council
The City Council is the legislative body of the City of Oakland. One of its priorities for the libraries is to continue to provide services from the existing and cherished neighborhood branches. Oakland is a City of neighborhoods, and the concept of consolidating library services into large (albeit more cost effective) facilities while closing the smaller ones was not acceptable to the communities or the legislators. The draft Library Facilities Master Plan proposes supplementing the smaller branches with six larger Community Branches, distributed throughout the City. The 81st Avenue Branch is the first of these Community Branches to be realized.

Aside from the general direction given above, the City Council reviews the grant application and the land use agreement with the Oakland Unified School District It approves the environmental documentation, an addendum to the EIR for the ACORN Woodland School. Standing as the Oakland Redevelopment Agency, the Council authorizes the commitment of Coliseum Redevelopment funds as the City's matching funds for the grant application.

Council support for library services was demonstrated in 2002 and again in 2003 with the approval of funds for a Library Facilities Master Plan to plan improvements to all Oakland Public Library facilities in order to better serve the communities throughout the City. The members of the City Council are:

District 1	Jane Brunner	District 5	Ignacio De La Fuente
District 2	Danny Wan	District 6	Desley Brooks
District 3	Nancy Nadel, Vice-Mayor	District 7	Laurence "Larry" Reid
District 4	Jean Quan	At Large	Henry Chang

City Officials at the opening of the renovated AAMLO Library

Larry Reid is the Councilmember representing the community that will be served by the new library and is a strong supporter of both library services in general and this project in particular.

Subcommittees of the City Council
Each of the committees below advises the full Council on matters within its jurisdiction. All are involved in planning and approving this library project.

Life Enrichment Committee
This is a subcommittee that hears matters related to the Library, Parks and Recreation, and Health and Human Services Departments. It reviews all documents before they go to the full Council. Members of this Committee are Jane Brunner, Danny Wan, Jean Quan and Henry Chang.

Finance Committee
This subcommittee reviews and makes recommendation on all matters in the City involving the expenditure of City funds, including the operating budget for the new library. Its members are Jane Brunner, Nancy Nadel, Ignacio De La Fuente, and Danny Wan.

Community and Economic Development Committee
Because matching funds for this project are from the Oakland Redevelopment Agency, this Committee reviews and makes recommendations to the full Council regarding the allocation of Redevelopment funds for this project. Its members are Jane Brunner, Henry Chang, Ignacio De La Fuente and Larry Reid.

Public Works Committee
This subcommittee reviews all matters to the Public Works Agency. As a capital project the 81st Avenue Branch is managed by the Public Works Agency. Once the library project is funded, this committee will manage the bid and award process for design and construction. Members are Nancy Nadel, Desley Brooks, Henry Chang and Jean Quan.

Education Partnership Committee
This Committee was established to encourage partnership between the City and the Oakland Unified School District. Although this committee has not been meeting since the assumption of control of the District by the State, it was instrumental in encouraging the development of this joint use library project and in the early stages of the project reviewed options for school sites where a joint venture might be developed. Its members are Jane Brunner, Henry Chang, Jean Quan and Danny Wan from the Oakland City Council and Viola Gonzales, Gregory Hine, Dan Siegel and Gary Yee from the School Board.

COMMUNITY ANALYSIS

City Agencies

This project requires the cooperation and support of a number of City departments to bring it to fruition. The major departments and key individuals follow.

Library

The Library is the lead agency for this project, coordinating it with the OUSD staff and other City staff. The Library provides the contacts within the community for the needs assessment, information about current use of the library facilities, and visions for future library service. Staff review the Needs Assessment, Library Plan of Service, Building Program and Conceptual Design for appropriateness and workability. Key individuals are those included above in the Project Working Group.

Library Advisory Board

This citizen's board represents the diverse cultures, ethnicities, interests and neighborhoods of the City and supports Library operations throughout the City. It ardently supports this joint venture project, provides community contacts for the needs assessment, and reviews the project documents and design. The members are:

Tracey Scott, Chair	Rica Azarcon (Youth Representative)	
Maria Barra	Sharon Crandall	Beatrice Wong
Deborah Eudaley	Judi Hirsch	Evelyn Wesley
Victoria Kelly	Arthur Noble	Lottie Rose
Wanda Sabir	Helen Sullivan	

Public Works Agency

The Public Works Agency, managed by Claudette Ford, Director, includes several sections/divisions that are active in the project.

Environmental Services Division established criteria for sustainability in public buildings and provided that information. Brooke Levin is the Environmental Services Manager.

Gwen McCormick, Contract Administration Supervisor, oversees the advertisement, bid and award process for the construction of the library. Contract Administration is a section under Fiscal Services/Budget Division of the Public Works Agency.

David Lau, Civil Engineer, is the manager of the Project Delivery Division, which manages and implements capital improvement projects. Included in this division are Construction Management and Project Management sections. These groups will manage the project once construction begins.

Calvin Hao, Project Manager, oversees consultant contracts, monitors funding, reviews plans, and establishes contacts within other City Departments to provide information and/or assistance during the planning phase of the project. He is also a key member of the team developing the Library Master Plan and a member of the Project Design Team.

Community Economic Development Agency (CEDA)
CEDA includes also includes a number of sections/divisions who support the library project.

Claudia Cappio, Deputy Director of City Planning, prepared the addendum for the EIR, reviewed zoning issues and confirmed parking requirements.

Dan Vanderpriem, Director of Economic Development and Housing, will monitor the project, since it includes funding from the Redevelopment Agency.

Calvin Wong, Building Services Manager, is responsible for plan check, and the determination of permits prior to the construction. During construction this group will perform building inspection, ensuring code compliance.

Bruce Sage, Real Estate Manager, reviews and manages the lease agreement with the Oakland Unified School District for the library site.

City Attorney
Mark Morodomi reviews all legal documents associated with this project, including the Proposition 14 application and both the Lease Agreement and Cooperative Joint Use Agreement with the Oakland Unified School District.

B.   School Agencies: Oakland Unified School District

Key Players
The role of the Oakland Unified School District Board has changed to advisory with the appointment of the State Administrator, Randolph Ward. Dr. Ward is the key individual and has the authority to execute the Cooperative Agreement between the District and the City, to approve the lease of the land to the City, approve the Shared Parking Agreement, and authorize the joint venture budget. He lends his full support to the school / library partnership.

Oakland Unified School District
Oakland Unified School District serves the City through 62 elementary schools, 14 middle schools, 6 high schools, 16 charter schools, 43 early childhood centers, 5 adult education centers, 20 alternative educations schools or programs, and 8 new small autonomous schools (soon to be 10). The beleaguered District was put under state control on June 3, 2003 as a $100 million bailout loan was made.

COMMUNITY ANALYSIS

Temporary Woodland School building

In recent years dissatisfaction with the District has led to a proliferation of charter schools. Many others who can afford it send their children to private schools. (This is not an option in East Oakland where incomes are very modest.) The school system traditionally has been organized primarily around large schools and large campuses. With the support of the community activist organization ACORN (Association of Community Organizations for Reform Now), a school site that had been closed was re-activated and the current ACORN Woodland School was established, using the small school model that has been shown in recent education research to be one that provides an atmosphere for children to thrive. This school and the companion small school to be built on the same property will be the library's neighbors. The public library will be their school library

There is also a movement by community groups such as ACORN and OCO toward small, independent schools rather than very large schools. It has led to the development of New Small Autonomous (NSA) Schools that grew out of more than a year of dialogue among many community members and groups that care deeply about education in Oakland. According to the District policies for NSAs, the "new" connotes the need for innovation and change, "small" refers to the often expressed desire for school environments that are of a size that allows for deep personal connections among parents, teachers and students; "autonomous" means a very flexible use of resources to effect change at the school level.

There is significant data has shown that school size is a major factor in student academic success and that small autonomous schools significantly improve the education and achievement of urban students, particularly students of color and low-income students. Two of the NSAs are schools that will share the proposed library site. The Principals are dynamic and innovative; parents are involved and participatory. This is the environment within which the new library will thrive.

Joint Venture
This new library is a joint venture with the OUSD and particularly with two NSAs for which it will also be the school library. The ACORN Woodland School has been operational for several years in temporary trailers. The EnCompass Academy is a new school on the same campus and will open once the new school facilities are constructed. Construction is in progress for the classrooms and shared administrative building for both schools. Each of the two schools will have 13 classes and approximately 200 students. Because they are small autonomous schools, parents must choose to send their children there. While students may come from anywhere in the city, it is anticipated that most will be from the local neighborhood. The "official" boundaries for the ACORN Woodland School are International Blvd. to the north, 75th Avenue to the west, San Leandro to the south and 85th/82 to the east. This includes residential, commercial and industrial property.

Local Schools

The new 81ˢᵗ Avenue School will serve four local elementary schools - ACORN Woodland, EnCompass Academy, Highland and Stonehurst, one charter elementary school-Growing Children (K-3), and one NSA high school (High School of Social Justice). All but Stonehurst are within walking distance of the library. Only Highland has a school library, with a moderate collection of curriculum support and recreational reading. The instructional aide who works with classes says that there are not enough books in the library to meet student needs and that they also need computers and computer instruction (their Computer Lab is closed).

Highland Elementary School

Schools in the Larger East Oakland Area

This library will provide additional resources and services for the schools served by the three closest small branch libraries-Brookfield, Martin Luther King, Jr. and Elmhurst. There are six elementary schools served by these branches—Brookfield, Lockwood, Webster Academy, Whittier, Cox and Sobrante Park. There is one charter school—Monarch Academy- serving K-5 students. There is no middle or high school in the immediate area, but students from Elmhurst, Havenscourt and Madison Middle Schools and Castlemont High School will utilize the library's resources. School libraries range from one with books still in boxes (Lockwood) to one with both good curriculum and recreational reading collections (Sobrante Park). Staffing ranges from volunteers, to technicians, to library school students. Libraries are open during the school day only.

Private Schools

There are no private schools within the local service area. In the larger community area there are four private schools. The three parochial schools are St. Bernard's (K-8), Sts. Cyril-Louis Bertrand Academy (K-8), and the Herbert Grice Christian Academy (K-6). The Ile Omode private school includes students from preschool through grade 6 and its curriculum is African-centered. Only The Grice Academy and Ile Omode schools have small resource centers. All depend upon and use the public library.

Home-Based Childcare

Although figures are not available to quantify this, librarians in the closest branches report that there are many home-based childcare facilities in the area, particularly among African American neighborhoods just north of International Blvd. These include both pre-K and K students. They use the library heavily, especially for story times.

Needs of the School from the 81ˢᵗ Avenue Branch as School Library

The needs of a School Library and Media Center were specified during the needs assessment done as part of the design for the ACORN Woodland Elementary School replacement facility even before the project was expanded to include a second small elementary school and the public library. The school library needs included:

- A book collection that supports curriculum and promotes recreational reading
- Reading areas for students to read/study both individually and as small groups
- Listening/Viewing stations for the use of audiovisual materials
- Multi-purpose Room with a built-in projection screen for viewing multi-media presentations
- Computer Lab to accommodate 20-30 computers
- Public access computers
- Studio and post-production equipment for video-editing
- Student toilet
- Reception/circulation desk
- Storage, supply and staff areas, now combined with library spaces

Needs of Students Identified by Community Members

Community members identified additional needs. Teachers from ACORN Woodland School in a focus group suggested:

- Bilingual reference materials for K-5
- An area for preschool children-there are many in the area
- Area that supports early literacy, with story times, puppets etc.
- Computer Lab and training classes on computer use and the Internet
- A structured schedule that provides for regular visits of classes to the library
- Parent literacy classes
- Meeting rooms for parent groups, classes and programs, with afternoon, weekend and evening access
- Reading incentive programs for older children
- Teachers bringing classes to the library in the morning before the library opens
- Spanish programming and signage
- Meeting rooms for parent groups, classes and programs

In a meeting with the designated Principal for the EnCompass Academy, Tram Nguyen, and one of the lead teachers, Monika Zawkiewicz, student and teacher needs were explored. These include:
- Multilingual, multi-cultural staff
- Safety for students is a prime concern; entrance to the school site via the library should be restricted
- Instruction on the use of the library for classes brought to the library by teachers
- Professional library for teachers

Needs of Students Identified by Students

A survey of 53 students who are library users in three local branches identified the importance of library services, the materials used most, and additional services desired. As with the general survey, computers and collections are

both valued. In addition, the library is used as a gathering place for school-aged children and youth (most grades 3-4). Students want both recreational and curriculum support collections, access to computers and a place to gather. They want CDs and other audiovisual collections increased. The top scoring services and collections are shown below.

LIBRARY SERVICES	
SERVICE	**NUMBER RATING IT IMPORTANT**
PUBLIC ACCESS COMPUTERS	43
GENERAL COLLECTION	39
GATHERING PLACE	32
HOMEWORK HELP	28
ASSIGNMENT-RELATED MATERIALS	25
LIBRARY PROGRAMS	23
COLLECTION USE	
MATERIAL USED	**NUMBER RATING IT IMPORTANT**
CHAPTER BOOKS	38
PICTURE BOOK	36
VIDEOS	36
SCHOOL WORK	22
BOOKS ON TAPE	18
ADDITIONAL SERVICES DESIRED	
CDS	7
MAGAZINES	5
DRAWING BOOKS	5
GRAPHIC NOVELS	4
MORE MOVIES	4

During a meeting with a class of 5th graders at the ACORN Woodland Schools, the students provided additional insight into their needs and circumstances.

C.   Community Organizations and Their Needs

The community organizations in this area are largely service providers or organizations that are coordinated by service providers. There are few independent organizations or clubs; those that exist are associated with the churches.

- *Association of Community Organization for Reform Now (ACORN)*

  ACORN is a grassroots organization that goes door to door in low and moderate income areas building organization for social change. It was instrumental in getting the closed Woodland School reopened, as part of its advocacy for smaller schools. It sponsored the "educational bill of rights' signed by parents as the Oakland Unified School District was taken over by the state, urging the new state administrator, Randolph Ward, to "remember students' rights to a quality education, including adequate learning materials and resources and a safe, clean and supportive school environment."

  ACORN has 3500 members in Oakland, of which 3000 are in East Oakland. It strongly supports the proposed library as an asset for an underserved area of the city and particularly the emphasis on formal education for students. The organization has no particular needs itself, but will partner with the library is disseminating information, participating in Education Fairs and generally serving the residents. Its representative, John Ellis, recommended that the safety issue be handled so that parents allow their children to go to the library, that there be space for families to read together, and that any meeting rooms have a "community first" policy. He emphasized the importance of having residents "own" their neighborhood library, involving them as much as possible in the creation of collections and programs.

- *Oakland Community Organization (OCO)*

  OCO is a federation of 40 church congregations, schools and allied community organizations. The scope of their interests is apparent in their publicity: "No matter where we were born how much money we have, what language we speak, where we pray, we all deserve safe, beautiful neighborhoods, excellent schools and fulfilling, rewarding work."

  OCO supports the small school initiative, both public and charter, and has worked on 5 small schools including ACORN Woodland. OCO also strongly supports the new library and provided access to local residents to determine their library needs. These included the need for the library to be a safe place for children, with good programs for the whole family, a heavy preschool emphasis to encourage youngsters to read, ESL and citizenship classes and a Homework Center for children to improve their learning skills.

▪ *Neighborhood Crime Prevention Councils*

The NCPCs are organized by the Oakland Police Department's Neighborhood Service Coordinators (NSC), who work closely with local neighborhoods to suppress crime and build community. One of the NCPCs has renamed itself as the Coliseum / Lockwood / Melrose Neighborhood Council to expand its domain beyond crime prevention. These councils are a primary access point to residents, who are unlikely to attend a general public meeting.

Two of the four NCPCs in the area represented the community recommended needed library services. Primary among them were programs for children and youth after school, including book and poetry clubs, writing workshops, computer classes for all ages, a computer lab, ESL classes, programs for seniors to work with youth, tutorial programs, and strong programming in the summer when the children have little to do. They suggested teens would be attracted to the library by the ability to cut their own CDs, hip hop and rap music programs and recommended partnering with the Alameda County Youth Center currently being constructed on the northeast side of town.

One of the NCPC leaders from beat 26Y, Sylvester Grisby, is a member of the Community Action Committee working on the Library's Facilities Master Plan.

▪ *Coliseum Commerce Center Advisory Committee*

This committee is advisory to the Redevelopment Area that includes the library site and will be supplying matching funds for this project. Comprised of local business persons, one of its members is also the President of the Oakland Chamber of Commerce, Joe Haraburda. Both the Chamber and the Advisory Committee strongly support the new library. Their specific requests are "how to" books, a variety of programs for children with different interests (historic Mondays, talent Tuesdays, etc.), poetry jam nights, field trips to the Main Library with an orientation to its resources, and tutoring for exit exams and California Achievement tests.

The Committee suggested that the library work with local businesspersons to acquaint youth with job opportunities and to partner with the one-stop career center on Hegenberger Ave. to provide employment information.

▪ *East Oakland Youth Development Center (EOYDC)*

The EOYDC has a mission "to equip youth and young adults with the skills, training and values they need to become responsible citizens and to assume dynamic leadership positions." It does this through a comprehensive program for youth and their families with services in education, counseling, training, physical development and aesthetics. The Director recommended
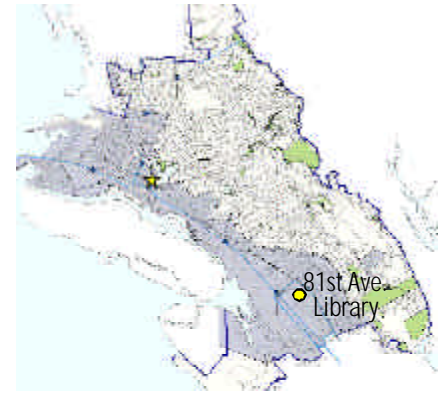
Redevelopment Areas in City of Oakland indicated in purple

East Oakland Youth Development Center

a partnership between the EOYDC and the library to serve youth, with field trips to the library during the summer, creative writing workshops, story hours, displays of crafts created by children in the library and parent nights.

Boys and Girls Club

▪ *Boys and Girls Club, "The Positive Place for Kids"*

Only two of six Boys and Girls Club facilities in Oakland remain open after recent budget cuts; one is in East Oakland. It has a membership of 2000, with about 200 a day in the center. Open 3-9 with children under 9 leaving at 7 p.m., it provides a variety of programs-outdoor gym, small homework area, some program space, and a modest teen room. This organization will be a partner with the library in providing programming for youth.

▪ *Tassafaronga Recreation Center*

The Center is located in a park within several blocks of the proposed library site. Its programs focus on after school recreational programs for children. There are not many teen programs because, the sole Recreational Director says, the teens are "on the streets". The Center no longer provides homework assistance, which is a great need for older elementary and middle school students to help counter the high truancy rate. The Center does sponsor a Headstart program Sept. to June. The primary recommendation made for library service was to engage students and motivate them to read by third grade and to provide programs for the many children with one parent who are "self-raised".

Tassafaronga Recreation Center

▪ *Service Delivery System for District 6 (SDS 6)*

SDS 6 provides coordination of City services to the service area of the proposed library. The 11 participants in the SDS6 meeting attended by a consultant included the Mayor's Office, Oakland Police Department, and the city's Community Economic Development Agency. They identified an array of needed library services for this area. These include after school programs for children, providing a refuge for children, a computer lab, literacy tutoring, life-skill programs in conjunction with Home Depot and banks for household finances and home repairs, a GED program, mentoring program with the Probation Department and Police Department, intergenerational activities, tool lending and providing general information on services and programs in the community.

▪ *Churches*

Allen Temple Baptist Church

Much of the social life of early East Bay communities revolved around the many churches in the area. This is still true in east Oakland. Allen Temple Baptist and Full Acts Gospel are two of the largest influential churches in the area and major players in community. They each provide a wide array

of community services, including tutoring and leadership training, and housing for the elderly. Each tends to operate independently and had no particular needs from the library. It will be important, however, to develop partnerships with both, so that services at both the library and the churches can be publicized at both.

D.   Demographic Data and Analysis

Based upon the work thus far on the Library Facilities Master Plan, which calls for both neighborhood libraries and larger community libraries to supplement the neighborhood libraries, the 81st Avenue Branch will serve as a Community Branch and will have two constituencies in addition to the two joint venture schools. Its primary area, its immediate neighborhood, is included in four census tracts- 4089, 4093, 4094, and 4095.

The second service area is the broader East Oakland community that has very small neighborhood libraries and will utilize the new library for its larger collection and fuller services. Seven census tracts are included in this broader area – 4088, 4090, 4091, 4092, 4096, 4103 and 4104. In analyzing demographics on the following pages, both the local and the broader area statistics are included, and they are compared to the entire City of Oakland, to the State of California and to the United States, for points of reference. For several of the demographics, a range is given to represent the differences among the census tracts.

Population characteristics included in this demographics section include:
- Current population and projected growth
- Social characteristics-age distribution, ethnicities, languages spoken and nativity, occupations, disabilities
- Educational statistics including API scores for schools in the OUSD, educational attainment of adults, literacy
- Economic indicators such as per capita income, unemployment, poverty rate, median property value
- Life-style information such as housing characteristics, availability of vehicles

Current and Projected Population

The chart below compares the current population with that of the service area for the year 2020. Moderate growth is anticipated. This is consistent with the fact that Oakland is, for the most part, built out. Oakland as a whole is expected to grow by 10.14% between 2000 and 2020. This increase is likely to come in the replacement of some of the older housing stock with multiple dwellings. A larger increase was experienced between 1980 and 2000, when the population increased by over 36%.

Local Service Area (blue) and (Larger) Community Service Area (green)

COMMUNITY ANALYSIS

POPULATION		
	Local Service Area	Larger Community Service Area
1980	12,153	34,851
2000	16,577	42,624
2020	17,904	45,736
Increase 1980-2000	36.4%	18.3%
Increase 2000-2020	8%	7.3%

Source: U.S. Census Bureau. Census 1980, 2000; ABAG Projections, 2002.

Population Composition by Age

While the population of Oakland is, on the whole, relatively close in age distribution to that of the state and nation, in the 81st Avenue Branch service area the population is much younger. In the local service area there is a high percentage of very young children. School age children (5-19) comprise over 28% of the population, compared to 20.5% for California. The median age for the City is 33.3, while that of the local service area census tracts ranges from 25.2 to 27.7. Almost 8% of the population is older teens, a significant constituency. The library will need to have a strong service plan for both children and teens. The "middlers" (10-14) are a significant group-9.1% in the local area and 9.8% in the greater service area.

POPULATION COMPOSITION BY AGE--PERCENTAGES					
	Local Service Area	Larger Community Service Area	Oakland	California	United States
Under 5	10.2	9.2	7.0	7.2	6.8
5-9	11.3	10.9	7.6	8.1	7.3
10-14	9.1	9.8	6.7	7.7	7.3
15-19	7.9	8.6	6.2	7.1	7.1
20-34	25.9	23.4	24.8	22.3	20.9
35-54	22.9	24.5	29.9	29.4	29.7
55-64	5.2	5.6	7.4	7.7	8.6
65+	7.5	8.2	10.4	10.6	12.5
18 and Over	64.8	65.1	75	72.7	74.3
Median Age	25.2 - 27.7	25.0 - 32.4	33.3	33.3	35.3

Source: U. S. Census Bureau. *Census 2000*

Ethnicities

The population of the City of Oakland is much more diverse than California or the nation, with significant numbers of white, African-American, Asian and Latino residents. The east Oakland area is in transition from a predominately African American to heavily Latino population, including many recent immigrants. There is a distinction between the local service area (43% African American / 49% Latino) and the larger service area (60.2% African American and 41% Latino).

Ethnic Distribution

Latinos 33%
White 13%
Other/Two or More 23%
Asian 2%
African American 29%